

What is claimed is:

1. A method of treating alcohol craving by administering an anticraving composition of matter, comprising an effective amount of at least one alpha-pyrone compound having the structural formula in which R1 is a hydrogen atom or an alkoxy radical having 1 to 4 carbon atoms, R2 is a hydrogen atom or a hydroxyl group, and R3 is an alkyl radical having from 1 to 4 carbon atoms or a styryl or phenethyl radical optionally substituted by one or two methylenedioxy radicals or one or two hydroxyl groups and/or one or two alkoxy radicals having from 1 to 4 carbon atoms, with the proviso that, when R2 is a hydroxyl group, then R3 is necessarily an unsubstituted phenethyl radical, with the proviso that when R3 is an alkyl radical having 1 to 4 carbon atoms, then R1 and R2 cannot both be hydrogen, in a physiologically acceptable carrier medium.

2. A method of treating alcohol craving as defined by claim 1, wherein said alpha-pyrone compound is one or more of the alpha-pyrones found in the plant *Piper methysticum*.

3. A method of treating alcohol craving as defined by claim 1, comprising a pill.

4. A method of treating alcohol craving as defined by claim 1, comprising a gum.

5. A method of treating alcohol craving as defined by claim 1, comprising a transdermal patch.

6. A method of treating alcohol craving as defined by claim 1, comprising a liquid.

7. A method of treating alcohol craving by orally administering an anticraving composition of matter, that produces the effects of alcohol in a beverage designed to look and taste as an alcoholic beverage comprising an effective amount of at least one alpha-pyrone compound having the structural formula in which R1 is a hydrogen atom or an alkoxy radical having 1 to 4 carbon atoms, R2 is a hydrogen atom or a hydroxyl group, and R3 is an alkyl radical having from 1 to 4 carbon atoms or a styryl or phenethyl radical optionally substituted by one or two methylenedioxy radicals or one or two hydroxyl groups and/or one or two alkoxy radicals having from 1 to 4 carbon atoms, with the proviso that, when R2 is a hydroxyl group, then R3 is necessarily an unsubstituted phenethyl radical, with the further proviso that when R3 is an alkyl radical having 1 to 4 carbon atoms, then R1 and R2 cannot both be hydrogen.

8. A method of treating alcohol craving as defined by claim 7, comprising a wine which has the alcohol removed and replaced by kavapyrones.

9. A method of treating alcohol craving as defined by claim 7, comprising a distilled spirit which has the alcohol removed and replaced by kavapyrones.